

### The Practice

The Treat & Release Center in Brooklyn, New York, a walk-in acute care medical office open six days a week, for over 22 years, is part of a 65-doctor group called the University Physicians Group. Three physicians — Jeffrey Hyman, M.D., Molly Poole, M.D., and Michael Conrad, M.D. — and a support staff of eight log about 17,000 patients visits each year. UPG is a primary and subspecialty group with practices in Brooklyn and Staten Island.

### The Need

In 2002, Dr. Hyman and his partners started looking for an EHR that would allow them to give more attention to patients, less to paperwork. They didn't want a system that would force them into a rigid workflow and interfere with patient communication. After studying numerous systems, the Center selected iMedica Corporation, which offers a fast, template-free program that allows these doctors to work the way they always wanted to.

### The System

Treat & Release Center installed iMedica PhysicianSuite<sup>®</sup> in 2002, upgrading to iMedica PRM when it was released in 2005. The system runs on the Microsoft Windows<sup>®</sup> XP platform, with a total of 11 workstations (desktops and Tablet PCs) on a wireless network. The iMedica EHR is also fully interfaced with the practice's own laboratory and billing systems.

### The Benefits

The Center's physicians recognized right away that iMedica PRM helps them provide better patient care, reduces charting time, and lets them go home earlier each evening. Pure icing on this cake is the fact that iMedica has also improved the practice's bottom line. In early 2006, Dr. Hyman calculated all the avoided costs and improved income attributable to iMedica PRM, which added to more than \$57,000 every year.

## Treat & Release Center University Physicians Group

**T**oday's doctors can only dream of practicing medicine the way their mentors did, with time to have leisurely conversations with each patient. "The idea these days," says Dr. Jeffrey Hyman, Medical Director of UPG, "is to reduce the time I spend on charts so I can have more face-to-face time with patients." Dr. Hyman's own practice is particularly fast-paced: open six days a week, the Treat & Release Center in Brooklyn, New York, is a walk-in primary and acute care clinic that treats more than 50 patients each day.

In 2002, Dr. Hyman, Dr. Poole, and Dr. Conrad began their search for a way to simplify insurance and regulatory paperwork, to improve their access to patient information, and to allow them to focus more attention on the patients themselves.

After studying 10 different clinical systems, the Treat & Release Center selected iMedica PhysicianSuite for its speed, ease of use, and comprehensive knowledge bases. Today the Center is using the newest version, iMedica Patient Relationship Manager (PRM). iMedica PRM combines the strengths of its award-winning EHR with a full practice management system in one application on a single database.

### iMedica Thinks Like a Doctor

As the Center began searching for an EHR, Dr. Hyman realized that most of the offerings would require him to change the way he practiced medicine — the opposite of his goal. Most of the systems used templates for entering clinical data. The template idea sounded good at first, but he rapidly discovered that they limit doctors' options. Templates also make it hard to keep up with patient conversations as they jump around. And as every physician knows, patients add different chief complaints at all times during the visit, so the system must be quick to adapt.

*“iMedica PRM helps me practice quality, efficient medicine. iMedica makes it easier to chart quickly and accurately, code correctly, and take my computer home and do call-backs from there... that makes my life better.”*

**Dr. Jeffrey Hyman**, Medical Director  
University Physicians Group, Staten Island, NY



Dr. Hyman says, “Template-based systems are out-of-date, cumbersome programs that force you to spend a lot of time looking at the screen. Frankly, I can’t imagine why anyone would choose templates, especially since they take more time to chart a visit with than paper does.”

“I wanted a laptop computer I could operate with a stylus,” he continues. “Eye contact with the patient is so important. It’s all about developing the relationship, about watching the patient for nonverbal clues. You can’t do that if your head’s buried in the computer.” So the fact that iMedica PRM is

optimized for the tablet PC was immediately attractive.

In addition, the iMedica system’s Adaptive Learning and Intelligent Navigation make it remarkably fast and intuitive. Using unique expert-systems technology, these features enable iMedica PRM to anticipate each doctor’s needs and habits. It seems to know what they want to do next. Physicians don’t have to spend time setting up customization; iMedica learns from them automatically.

To give an example of Adaptive Learning, Dr. Hyman says, “All EHRs have a medication database, usually in a long list. But iMedica knows that if I just diagnosed this patient with acute bronchitis, I’ll be looking for a drug I often use to treat that disease. So those are the ones that come up first. In fact, no matter what I’m looking for, iMedica PRM makes it easy to find – a quick tap takes me wherever I need to go, without clicking through layers of menus or closing and opening a bunch of windows.”

Being able to work in iMedica with a few quick taps is critically important to all three doctors at the Center. Instead of having to look at a computer screen, they can maintain eye contact with the patient and see the chart at the same time.

*iMedica PRM spans the entire patient relationship...*

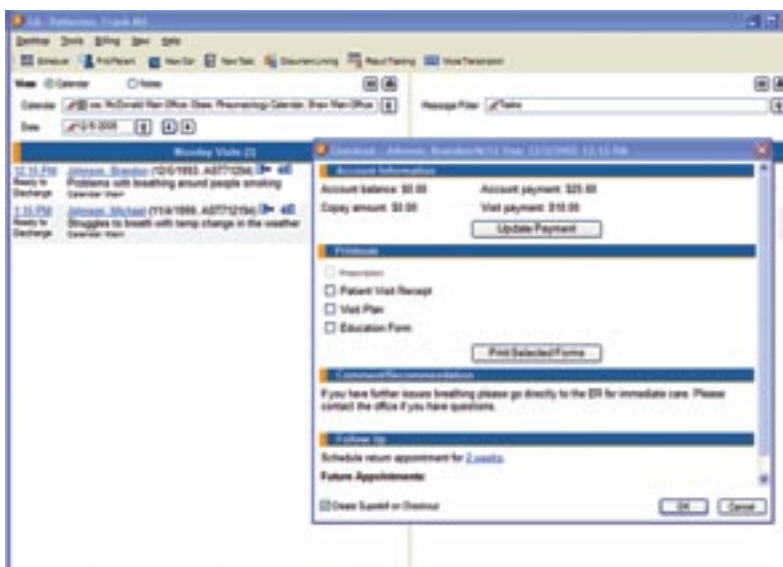
As they take the patient's history of present illness, they can easily tap into the drug list, past history, chief complaint, and back again. And iMedica PRM makes it very easy to deal with multiple chief complaints, something no template-based system can do. Instead of forcing doctors to follow a one-way path through the history, iMedica follows the flow of the doctor-patient conversation.

*"As we observe the patient, the patient is watching us," says Dr. Hyman. "We send messages through our words and our behavior. If my head is buried in the computer, it upsets the patient. That's why I like using iMedica on the tablet so much. I can take notes with barely a glance at the screen, keep a calm, unhurried demeanor, and never have to divert my attention from the patient."*

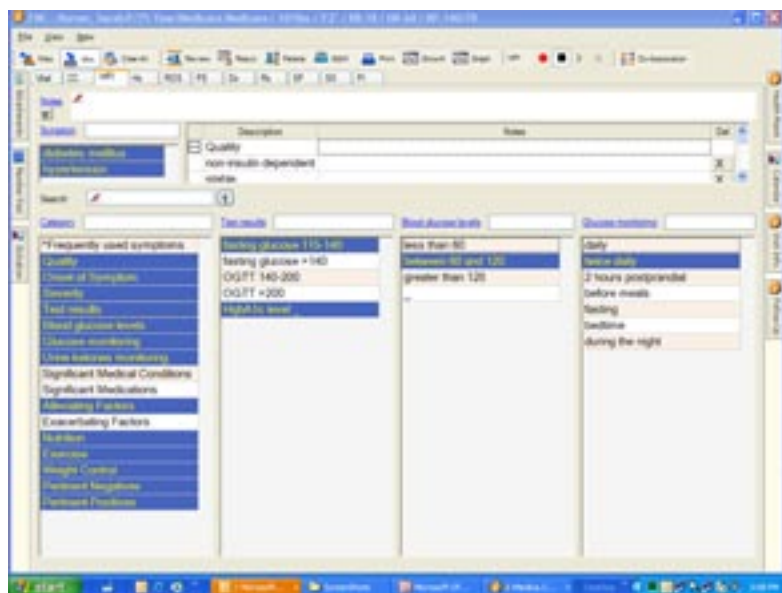
### ***"iMedica shores up my day."***

iMedica has done exactly what the Treat & Release Center doctors wanted: it helps them manage information to provide better quality, less rushed patient care.

The personal screen for each doctor includes the day's schedule – including personal time, if desired – messages, lab reports, radiology reports, pending tasks, and more. iMedica PRM gives the doctors infinite



**Patient follow-up is much easier with iMedica PRM's integrated messaging system.** The iMedica desktop displays waiting lab results, or missing results, and patient messages so they're not forgotten.



**Adaptive Learning and Intelligent Navigation make it seem that iMedica is reading your mind.** Instead of templates that limit your options, iMedica PRM lets you chart your course as you go. iMedica makes it easy to record multiple complaints, even when they're unrelated, without losing sight of anything. And the system is so versatile, you can add relevant clinical descriptions on the fly, in less than 15 seconds.

*...from the first encounter through a lifetime of care.*

flexibility to sort and arrange these categories to suit their needs. Instead of just providing one “in” box, iMedica lets each physician create categories on the fly. For example, with incoming lab results, Dr. Hyman might have a group labeled “called patient, left message.” The next morning it’s easy for him to see which results still need follow-up.

*“The layout of the iMedica schedule makes it very easy to use,” says Dr. Hyman. “You manage your time better with this in front of you. All your messages are on the screen, and it’s so customizable! This system is so rich, so detailed, that I can very quickly see what I need to do.”*

The auto-prescription feature is another big time saver. When a patient calls for a refill, the front office staff clicks a prescription refill request. That request hits the doctor’s message box, and he can renew it without having to stop what he’s doing and open the chart. iMedica even faxes the prescription automatically.

**Ultimately, it takes iMedica’s state-of-the-art EHR to let physicians practice the old-fashioned way.**

Four years and several upgrades after installing its first iMedica system, the Treat & Release Center is a model for 21st century practices. *“iMedica PRM helps me practice quality, efficient medicine,”* Dr. Hyman says. *“iMedica makes it easier to chart quickly and accurately, code correctly, and take my computer home and do call-backs from there... that makes my life better.”* Better, and financially healthier. The Center is saving money on paper and printing costs, office rental for the space formerly used to store charts, and improved reimbursements due to more accurate coding. All together, Dr. Hyman estimates the total benefit is more than \$57,000 each year.

In the end, though, the real bottom line is better patient care. iMedica PRM provides all the features doctors now expect from top-of-the-line EHRs: drug-drug and drug-allergy interaction alerts, reminders when

preventive care is due and automated prescription refills. In addition, the iMedica system includes built-in knowledge bases for every specialty.

*“iMedica has transformed the whole picture of how we operate, beginning to end,”* says Dr. Hyman. The doctors can see more patients, manage their time more efficiently, achieve better compliance with pay-for-performance guidelines, have more information at their fingertips, and create better financial stability for the practice.



**Want to see iMedica PRM at work? Call us toll free at 866-960-6890 or visit us on the web at [www.imedica.com](http://www.imedica.com).**

**We'll be happy to arrange a demonstration so that you can see the power of iMedica PRM yourself.**

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**Certified Confidence with CCHIT<sup>SM</sup>**



**iMedica PRM version 6.0 has been certified by the Certification Commission for Healthcare Information Technology (CCHIT<sup>SM</sup>).**

This certification (which applies only to the EHR portion of the product) demonstrates that iMedica PRM has been tested and passed inspection of 100% of a set of criteria for:

**Functionality** (ability to create and manage electronic records for all patients, as well as automating workflow in a physician's office),  
**Interoperability** (a first step in the ability to receive and send electronic data to other entities such as laboratories), and  
**Security** (the ability to keep patients' information safe).